



Empowering Customers **To Make  
More Sustainable Energy Choices**



# About Effective



## Who are **Effective Home**?

**We make those small sustainable first steps easy – and bigger leaps just as effortless.**


From solar panels to home insulation, we have everything you need for a low energy bill. For over 15 years, we've been dedicated to providing reliable and advanced energy efficiency solutions at competitive prices. Our team of certified engineers will take care of every step of your installation process with expert care, from consultation and design to maintenance and support.

## Who are **Effective Energy Group**?

**Helping UK homeowners to significantly reduce their energy bills through renewable, clean energy.**

We are a group of companies providing energy-related services to individuals and business. Together, we work to install renewable energy solutions, support local and national contractors, and reduce the nation's carbon footprint.



 **Trustpilot**





**Established in 2016**

- Specialising in solar, heating and insulation installations nationwide
- Finance available
- Government funded solutions available

**[effectivehome.co.uk](http://effectivehome.co.uk)**



**Established in 2008**

- Commercial and domestic solar and insulation installations nationwide
- Newbuilds, construction, social housing & landlords
- Scaffolding

**[maxenergy.direct](http://maxenergy.direct)**



**Established in 2008**

- Specialising in solar, heating and insulation installations nationwide
- Government funding and compliance
- Working with contractors

**[effectiveenergysolutions.co.uk](http://effectiveenergysolutions.co.uk)**



**Established in 2008**

- Specialising in commercial solar & battery installations nationwide
- Design, supply, installation and maintenance of solar panels
- Consultancy

**[aztecsolarenergy.co.uk](http://aztecsolarenergy.co.uk)**

# What makes us different?

With over **15 years of expertise** and thousands of **successful installations**, Effective Home is a **trusted leader** in energy-generating and energy-saving solutions. Our experience means you can rely on us for **seamless, high-quality installations** that deliver **real results for your home**.

We're proud to have been recognised as **the Best Solar Installer in both 2023 and 2024**, alongside earning multiple **Which? Trusted Trader awards**. These accolades reflect our unwavering commitment to **excellence, customer satisfaction**, and delivering efficient renewable energy solutions.



We work tirelessly on building a brand you can **trust**. Continually improving our customer service and delivering the best possible experience at each step of our customer's solar installation journey. Which is why we have been recognised with some of the



When you choose Effective Home, you're not just investing in renewable energy – you're choosing award-winning service, proven expertise, and a partner dedicated to helping you save energy, reduce costs, and contribute to a greener future.



# Trusted & accredited

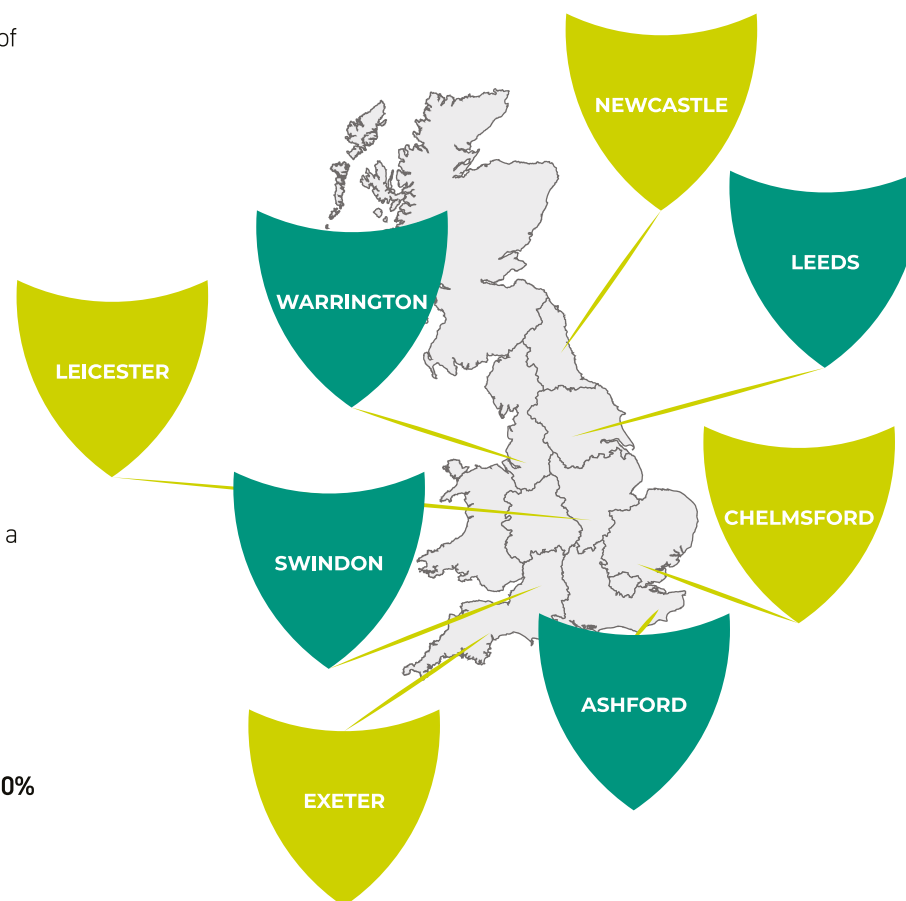
Since 2008, Effective Energy Group has been at the **forefront of sustainable living**, delivering **innovative renewable energy solutions** that make a real difference. With a nationwide team of over **200 dedicated experts**, we've helped homeowners across the UK reduce their energy costs and environmental impact.

## Our track record speaks for itself:

- Over **£563 million** in lifetime energy bill savings delivered.
- More than **8 million tonnes of CO2 saved** – and counting.
- A **proven history of excellence** and **reliability** in every installation.
- When you choose Effective Home, you're choosing a partner committed to creating a greener, more sustainable future for you and your family.

Let us help you take the **next step toward energy independence** and **long-term savings**.

We offer **nationwide coverage** and **flexible payment options**, **pay nothing up front**, including **0% VAT** on solar installations until March 2027.



A man wearing a white hard hat, safety glasses, and a high-visibility yellow vest is working on a roof. He is leaning over a large array of solar panels, which are mounted on a wooden frame. The roof is covered with dark brown tiles. In the background, there is a green field with some sheep and a large tree. The sky is a mix of blue and orange, suggesting sunset or sunrise.

**Q** I am concerned about rising energy prices and want to avoid steep increases?

**A** Installing solar helps you become self-sufficient and you are in control of the energy you generate.

# Solar PV, the future for home energy use

Solar power is no longer just the energy of the future—it's the energy of today. With solar panels becoming more affordable and easier to install, now is the perfect time to join the 1.3 million UK homeowners who have already made the switch. That's just 4% of UK housing, meaning there's a huge opportunity to get ahead of the curve.

## Why choose **solar**?

Investing in solar power is one of the smartest decisions you can make for your home and your wallet. By generating your own clean, renewable energy, you'll see a significant reduction in your electricity bills and protect yourself from rising energy costs. In fact, solar panels could even increase the value of your home, making it a future-proof investment. Beyond the financial benefits, solar power is a sustainable choice that helps reduce your carbon footprint and contributes to a greener planet. It's a small step for you but a giant leap for the environment.

## How much could you **save with solar**?

By generating solar electricity and using your own free energy – instead of power from the National Grid – you can make significant savings on your electricity bills. The Energy Saving Trust estimates that solar panel installations can knock up to 70% off your annual bill (depending on usage) with the Smart Export Guarantee SEG (based on fuel prices as of January 2024) depending on how much time you are at home during the day, and therefore using the solar electricity being produced.



The Nation's #1 Solar Installer

Personalised Home Surveys

No Faceless Call Centres

Take Control of Your Energy Future



# Maximise your savings with **solar batteries**

Take your solar energy system to the next level with solar batteries and unlock even greater savings on your electricity bills. By storing the energy your Solar PV system generates, you can maximise the use of your renewable power, reduce reliance on the grid, and even sell unused energy back to it. With the added benefit of 0% VAT on all home solar installations until March 2027, there's no better time to invest in your energy independence. Solar batteries don't just save you money—they empower you to:

- ☞ Shrink your carbon footprint further by making the most of clean, renewable energy.
- ☞ Boost your energy independence by using stored power during peak times.
- ☞ Earn while you save by selling surplus energy back to the grid.

SUN  SYNK®

FOX  
ESS

## Get even smarter with **solar battery**

With a solar PV system and battery, not only can you reduce your energy bills, but you can also turn surplus energy into a source of income. Thanks to the Smart Export Guarantee (SEG), energy suppliers pay you for the extra electricity your system generates and exports back to the grid.



Pair your panels and battery with our exclusive Hive Solar Saver offer, plus a Smart Export Guarantee (SEG) tariff from British Gas. Then sit back and watch those sun-powered savings stack up.



### Here's how it works:



Get up to 25% off your electricity use on any British Gas fixed tariff with our Hive Solar Saver offer



Better yet, join their Export and Earn Plus SEG tariff and sell your spare electricity back to the grid at 15.1p per kWh

# Supercharge your **savings with Hive's exclusive energy offer**



## Hive **solar saver**

Up to 25% off electricity use for one whole year, exclusively for customers with a British Gas electricity tariff<sup>1</sup>



## **Sell excess electricity** back to the grid

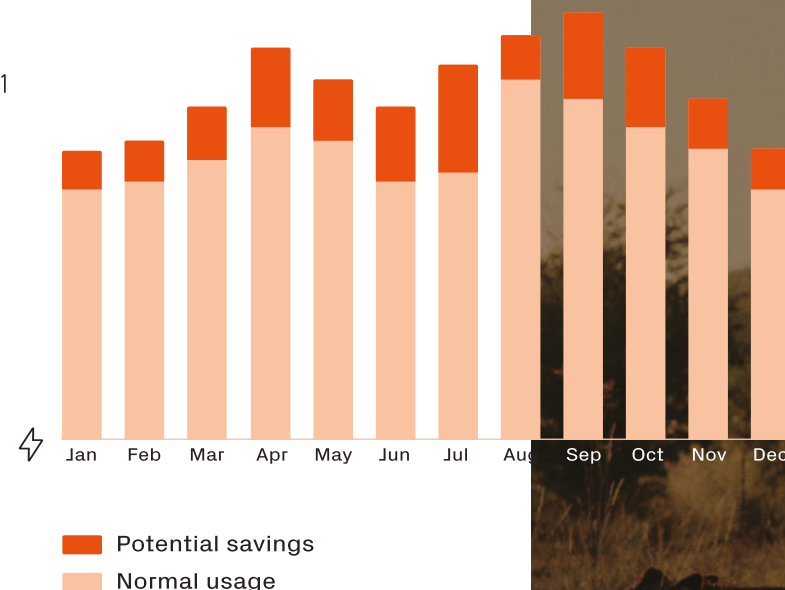
Earn 15.1p per kWh with British Gas's Export and Earn Plus tariff

Choose Hive solar and get access to the Hive solar saver energy offer, giving you a discount of up to 25% off your electricity use on any British Gas tariff for 12 months.<sup>1</sup> Plus, you'll gain access to the Hive app, making it easy to see what you're generating and storing- and to send any spare energy back to the grid.

## And get paid for excess energy with a **SEG tariff**

If you have solar panels installed at home, it pays to sign up to Smart Export Guarantee (SEG) tariff like the Export and Earn Plus tariff from British Gas. This lets you earn money by **selling any spare energy back to the grid**. The more you sell, the more money you make – and the bigger the reduction you'll see in your energy bills.

<sup>1</sup>Hive Solar Saver offer is available to customers who accept a quote for a Hive solar and/or battery installation from the 22nd May 2024. The offer is subject to availability and can be removed at any time. We will give at least one month's advance notice of the offer ending on our website. To be eligible for the offer, installation must be completed within three months of the customer's acceptance of the quote and customers must sign-up for Hive Solar Saver within two weeks of receiving their invitation email. 25% discount applies for 12 months. Discount excludes standing charge. For time of use tariffs, discount applies to peak rate consumption only. Must be new energy platform, direct debit, customer. For full details please see the Hive Solar Saver Terms & Conditions.





**Q** **How efficient are solar panels??**

**A** Solar panel efficiency is graded by the overall light energy that hits those solar panels and current market leading panels are between 21 – 24% efficient. Effective energy use only market leading Tier 1 panels and average efficiency for these is 22-24%.





## Our first **Hive** install

The first customer, Dan Coleman from Bristol shared his experience:

**“Effective Home surpassed my expectations with their solar installation service. From the initial consultation to the final installation, their team demonstrated professionalism, expertise, and efficiency.**

The seamless integration of solar panels into my home was impressive, and the diligent and informative installation team made the process even better. I wholeheartedly recommend Effective Home to anyone exploring solar energy solutions.”

With a solar system and the Hive app , customers will be able to access near real-time data on solar power generation and energy consumption. Users will be able to see how much solar energy they are generating, set budgets and even sell what they don't need back to the grid to make money.



# Harness your solar power with the **Hive app**



## Hive app

See what you generate, use and export in the Hive app



## Exclusive energy offer

Get access to 25% off any British Gas electricity tariff for one whole year<sup>1</sup>



## Smart home

Control your Hive thermostat, EV charger, or heat pump - all in one app

The Hive app connects seamlessly to your solar panels and battery, making it even easier to stay in total control of your home energy.

## See what you are generating in a glance

Get an instant overview of how much solar electricity your panels are generating at any time with Live Energy Flow. Making it easy to keep an eye on what's happening, right from your dashboard.

## Advanced insights without the spreadsheet

Open your Insights tab to see how much energy you've generated, stored and sold by day, month, or in total. And you don't need a PhD to use it either– our intuitive app makes it easy to keep track.

## Review your spending and your savings

Sync your app to your electricity tariff for real time information on energy costs, past bills and how much you've saved in pounds and pence. Need to switch tariff? It's easy to update in just a few taps.





# Hive Home Eco Tech

From electric vehicle chargers, solar panels, heat pumps to thermostats, you can monitor and control all your smart devices from the Hive app. Smarter, greener, money-saving technology for everyone.



## EV charging

Drive greener with your own fast charger installed on the driveway. Control it all with the app and save with our exclusive EV tariffs.



## Solar panels & home battery

Get Hive solar panels & battery installed – use greener energy and help supercharge your savings by selling any spare energy back to the grid.



## Heat pump

The cleaner, greener way to heat your home. You'll get all the comfort of a gas boiler, but lower bills and way less carbon.



## Thermostat

Control your heating like never before. Hive's award-winning thermostats make it simple to shrink your bills and cut your carbon.





# Solar finance options to help you manage the cost of investing in solar

You don't have to pay for new PV panels, smart batteries, or your full solar energy all in one go. We can lighten your load with affordable ways to pay, including flexible monthly payments and paying via credit or debit card.



"Seamless experience"

Getting solar fitted on my home was seamless. I've now reduced my electricity us



**Affordable repayment schedules**



**No to low deposits**



**Top-quality solar panels for less**



**Shermin finance** is the broker, they use a panel of lenders, 1 primary and 1 secondary lender



Rates range from **11.9% - 18.9%** subject to approval



**Finance available** on a 5, 10 or 15 year agreement



**Start making savings** on your energy bills prior to the first payment being made



Over payments are accepted



**Settle finance early** reducing the overall amount repayable



# Typical **finance** examples

5 year contract length. No deposit.

<b>£9,995</b> Purchase price	<b>£13,126.50</b> Total amount payable
<b>11.29%</b> Fixed rate	<b>£3,151.50</b> Total interest charged
<b>£9,995.00</b> Total amount credit	<b>11.90%</b> APR representative

If this doesn't suit you, we have a variety of other plans available. Get in touch today!

Monthly loan repayment

**£219**

per month

60 monthly payments

10 year contract length. No deposit.

<b>£9,995</b> Purchase price	<b>£16,720.35</b> Total amount payable
<b>11.29%</b> Fixed rate	<b>£6,725.35</b> Total interest charged
<b>£9,995.00</b> Total amount credit	<b>11.90%</b> APR representative

If this doesn't suit you, we have a variety of other plans available. Get in touch today!

Monthly loan repayment

**£140**

per month

120 monthly payments

15 year contract length. No deposit.

<b>£9,995</b> Purchase price	<b>£20,780.00</b> Total amount payable
<b>11.29%</b> Fixed rate	<b>£10,785.0</b> Total interest charged
<b>£9,995.00</b> Total amount credit	<b>11.90%</b> APR representative

If this doesn't suit you, we have a variety of other plans available. Get in touch today!

Monthly loan repayment

**£116**

per month

180 monthly payments





There's never been a better time to  
**harness the power of the sun.**

Generating your own energy and **reduce  
your energy bill** by up to 70% in some  
cases in as little as 2 weeks.



# What happens **next**?

1

You will have **21 days** to accept the quote. Once accepted a deposit will be taken to secure the work.

2

Once accepted our compliance team will now start to **process your order**

On average our processing times take around **3-5 weeks from "Order to install"**, however this may take longer for larger systems of 16 panel systems or more due to Network approval. If your system requires network approval, we will start these applications straight away, we complete these direct with the "Network operator" so you can **relax** knowing this is being taken care of.

3

You will enter the **onboarding customer journey**, this will include regular email updates, texts and calls preinstall to make sure everything runs smoothly at each step of the installation.

4

Our technical design team will review your design and **complete a full CAD design of your PV**. If your sale was completed remotely, in some instances, we may contact you to carry out a **remote technical survey** of your property, one of our compliance team will be in contact if this is

5

Once your solar order has moved through the compliance processes, you are now ready to be **booked for an installation**, we will require a **50% payment** when booking the install for your property (unless you have opted for the finance option). Your order will now be passed to our operations department.

6

One of the operations team will be in contact to arrange the following:



**Agree and book the installation date**, advising how long will be required depending on the system size.



Arrange for the **scaffolding** to be erected.



Arrange the **delivery** of your system equipment.

# The week of your **install**

7

Up to 5 days before the installation, the **scaffolding will arrive**.

8

On the day of install **all materials will arrive** that are needed for the installation.

9

On the day of installation, our team of expert installers will complete all work in a professional manner, they will talk you through what will happen on the day and complete your install. This will typically be **completed in 1 day**, however for larger systems this may take 2 days, this is advised at the point of booking. Your installer will arrive, **ready to make a start between 8-9am**.

10

Once completed our team will carry out the **commissioning testing** and ensure the system is working

11

Our team will then walk you through the system and **show you how to use the monitoring applications** on your smart device if you have one.

12

Congratulations. **Your system is now installed**, and you can start benefiting from the power of the Sun.

13

Our finance team will now be in contact for the **final payment**. Unless you have chosen a finance option.

14

Now the system is installed, our compliance team will now **complete the MCS Certificates** and final registration of your system. This process can take around **4 weeks** as we are completing several documents with 3rd parties.

15

You will **receive your handover pack within 10 working days** after your final payment has cleared.



# The handover pack

Your handover pack includes, where relevant:



## Proof of ownership

- Copy of current invoice



## Certification & commissioning data

- MCS certificate
- MCS compliance certificate
- Building regulations certificate of compliance
- Commissioning documents (PV Array test and roofer form)
- DNO notification form (G98 OR G99)
- System performance estimate (DEIC)



## Design information

- Schematic as supplied to distribution network operator



## Warranty Documentation

- Workmanship warranty
- Panel warranty
- Inverter warranty
- Generation meter warranty
- Battery warranty



## Manuals and datasheets

- PV panel datasheet
- PV inverter datasheet
- PV inverter manual



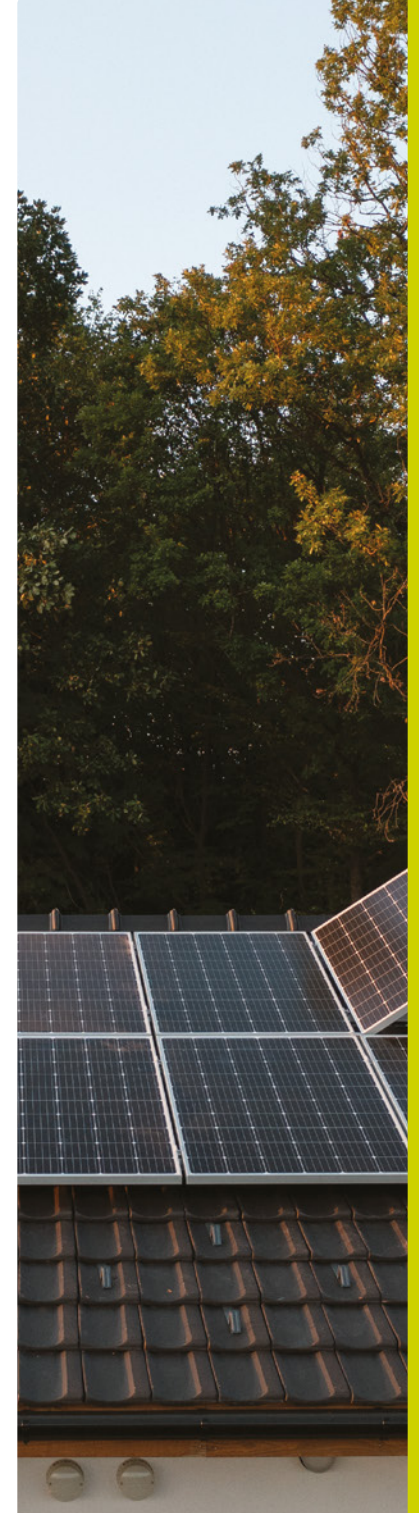
## Your PV system

- How solar PV system works
- Components of rooftop grid connected system



## Shutdown procedure

- What to do in case of a system failure
- Maintenance and cleaning recommendations
- Shading issues







# Frequently asked **questions**

**Q**

## **Do solar panels work when it is over cast?**

The UV ray light that the solar panels convert to energy is not directly from sunshine, however when the sun is out the UV rays are stronger so the production is much higher but solar panels will still produce in murky conditions.

**Q**

## **How do solar panels work?**

UV rays and light that hits the solar panels is converted into useable energy by way of inverter connected to the property's consumer unit. Solar panels work in cloudy conditions it is the light that hits solar panels not sunshine.

**Q**

## **How does solar battery storage work?**

Energy that is not consumed by the property is transferred into the property for the property to use at a later date, as the property demands it. Batteries have different depths of discharge and different efficiency rates; however, it is in the customers interest to store any energy they are not using for use in the evenings and overnight to maximise their savings.

**Q**

## **How long do solar panels and batteries last?**

Solar panels have a performance guarantee for 25 years, after 25 years use their performance will typically still be at 80% of install capacity. Battery warranties are typically between 5 – 10 years currently and these are improving as technologies are improving all the time.

# Frequently asked **questions**

## **How do I connect my solar panels and battery to the Hive app?**

During your installation, we'll supply and fit a Hive Bridge and a Hive Hub (if you don't already have one) at no extra cost. These allow you to connect your solar panels and battery to the Hive app. Then once everything's installed, our experts will help you set everything up – so you'll be ready to manage your new solar system straight away.

## **How do I make money by selling my surplus energy back to the grid?**

If you sign up to a Smart Export Guarantee (SEG) tariff you can sell your surplus energy back to the grid. e.g The British Gas Export and Earn Plus SEG tariff will pay you 15.1p per kWh you export.

## **How do I set up the Hive app?**

Download the Hive app accessed via the Apple Store (iPhone) or Google Play Store (Android) and head to the main homepage, switch on the solar product feature on the dashboard and follow the instructions so you can see what you generate and export.

## **How do I sign up to the Hive Solar Saver energy offer?**

Go to the Hive website, scroll down to the 'Hive Solar Saver' section and click 'find out more' to sign up to 25% off your electricity for 12 months.

Q

Q

Q

Q





A person is walking a dog on a path through a field at sunrise. The sun is low on the horizon, creating a warm, golden glow. The path is a dirt road with tire tracks, leading towards the horizon. The person is in the distance, and the dog is walking ahead of them. The sky is a mix of orange and blue. On the right side of the image, there are dark silhouettes of trees and bushes.

# Key contacts

## Hive

[community.hivehome.com](https://community.hivehome.com)

## Effective Home

0333 003 0703

[enquiries@effectivehome.co.uk](mailto:enquiries@effectivehome.co.uk)

## Complaints

0130 227 9680

[customercare@effectivehome.co.uk](mailto:customercare@effectivehome.co.uk)





[effectivehome.co.uk/hive](https://effectivehome.co.uk/hive)

Office Address Unit 3, Crompton Business Park, Crompton Road, Doncaster DN2 4PA.

Effective Home Ltd Registered Office Address – 1 Boston Road, Leicester, Leicestershire, LE4 1AA

10441082 – Registered in England and Wales VAT 284069579

